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Wawa Debuts New Commercial with the Help of Honorary Creative Director Kylie Kelce

Laugh-out-loud commercial captures the Kelces "Winging it," and trying to stay afloat just like other busy households

Wawa, PA (August 23, 2024) – Wawa is proud to release its newest commercial featuring favorite duo Kylie and Jason Kelce giving a humorous and heartwarming glimpse of their busy homelife and how their favorite local convenience retailer is helping them, and everyone else, "wing it." Following NFL retirement, the Kelces are settling into their new lives with Kylie branching out professionally to help direct Wawa's new commercial while Jason is assuming the role as full-time dad by mastering simple tasks like packing lunches thanks to the help of Wawa!

With Kylie adding personal insights from motherhood and knowledge of Wawa's products from being a consumer herself, she was able to help shape the commercial to resonate with families in Delco and beyond. [Download commercial and behind-the-scene filming footage and photos here!](#)

"Our purpose is to Fulfill Lives, and when Kylie expressed interest in exploring potential career interests by helping us direct our commercial, we were happy to have her as a wing mate in the creative process!" said Todd Miller, Sr. Director of Brand Strategy for Wawa. "We hope this piece brightens the days of our customers and lets everyone know that they can count on their Wawa to help them "wing it," during life's busiest times!"

"Directing these Wawa commercials with Jason is similar to the way I manage every day with our family," laughed Kylie, "I try to go in with a plan, but distractions happen, so we just take everything in stride and do our best."

About Wawa, Inc.

Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19th Century, owner George Wood took an interest in dairy farming and the family began a small processing plant in Wawa, PA in 1902. The milk business was a huge success, due to its quality, cleanliness and "certified" process. As home delivery of milk declined in the early 1960s, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 in Pennsylvania as an outlet for dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services and surcharge-free ATMs. Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida, North Carolina, Alabama and Washington, D.C. with more than 1,060 locations to date. The stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly-brewed coffee, hot breakfast sandwiches, hand-crafted specialty beverages, a dinner menu including burgers and pizza, an assortment of soups, sides and snacks. Forbes.com Ranks Wawa as #20 of America's Largest Private Companies, #1 in Convenience Category for America's Best Customer Service by Newsweek, one of Forbes 2023 America's Best Employers for Women and New College Grads.